MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMT3014 – MARKETING RESEARCH METHODS

(All sections / Groups)

3 MARCH 2018
2.30 p.m. to 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page with 5 questions.
2. Answer **ALL** questions. Marks distribution for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Question 1

A client has approached you to conduct marketing research for their new product, which is a zero carbon emission electric car to be released in the Malaysian market. Explain how you can use the SIX stages of the marketing research process to conduct the marketing research for the client.

(20 marks)

Question 2

a. Explain 'Problem Audit' in marketing research. (6 marks)

b. In conducting problem audit, marketing researchers can use the 7Cs to improve interactions with the decision maker. Discuss the 7Cs with relevant examples on how to apply each. (14 marks)

(Total: 20 marks)

Question 3

a. Discuss the uses of Exploratory Research. (10 marks).

b. Discuss the uses of Descriptive Research (10 marks).

(Total: 20 marks)

Question 4

Both cross-sectional and longitudinal research designs are commonly used in descriptive research.

a. Discuss the advantages and disadvantages of longitudinal research design. (10 marks)

b. Discuss the advantages and disadvantages of cross-sectional research designs. (10 marks)

(Total: 20 marks)

Question 5

Elaborate the FOUR types of non-probability sampling techniques commonly used in marketing research.

(20 marks)

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